

# Maybe it's time you looked into our cigarette holder.

Peek into the Parliament cigarette holder.

You'll see that the filter is recessed. Tucked back away from your lips. So what you taste is good, clean Parliament flavor. Without tasting the filter.

Cigarette holders have always been a good idea. And, with ours, you can see why.

It works like a cigarette holder works.



Reg. "100s" "100" 1.0 mg. nicotine—100's 1.0 mg. nicotine in 100 cigarettes. FTC Report Aug '71

